THE UNITE BUSINESS MODEL CANVAS

Designed for	Designed by	Date	Version

OPERATING MODEL

Value Chain

- What are our values chains and key processes?
  What are our key value creating activities?
  Do we have several key value chains?
- Which activities in the value chain are we responsible for and which are our partners responsible for?
- Can we leverage the customer? Do we want them to carry out certain steps in the value chain by themselves?

Key Resources

- What are the key resources we need to create our value proposition?
- Which assets and capabilities do we need?
- Which of these capabilities are non-core? Which capabilities are core to our business?
- Which capabilities truly support our differentiation?
- What should we insource vs. outsource?

Key Partners

- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from partners?
- Which key activities outside of our value chain do partners perform?

VALUE MODEL

Value Proposition

- What is our value proposition (high-level)?
- What value do we deliver to the customer?
- Does this Value Proposition solve their Jobs-to-be-Done?
- Which products & services are we offering to each Customer Segment?
- Beyond this, what value do we propose to our stakeholders & key partners?

Product System

- Which complementary products & services can you create?
- How are your complementary products & services connected or bundled to create a robust and scalable system?
- How can you increase interoperability, modularity and integration between your offerings?
- How can you build a true ecosystems that captivates & delights customers while defending against competitors?

SERVICE MODEL

Service Model

- Which differentiating, core and supporting services could you deliver?
- How does your service model help you differentiate in the market, and can it create barriers to entry for other players/increase switching costs for your customers?
- Can your service model help you increase loyalty and Customer Lifetime Value (CLV)?

EXPERIENCE MODEL

Brand

- What is your core brand promise that attracts buyers and conveys a distinct identity? What do you ultimately stand for?
- How are you perceived today vs. how you want to be perceived in the future?
- To what degree does your brand help you in the marketplace, and how can you improve your brand equity?
- How can you implement your brand experience across all touchpoints?

Customer Relationships & -Engagement

- What type of relationships could you have with your customers?
- How can you ensure that every interaction with your customer makes them want to come back?
- Based on your understanding of the JTBD of your customers, how can you develop meaningful connections between them and your company?
- How can you ensure that your customers want to tell their friends about your offering?

Channels

- Through which channels do our customer segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

COST MODEL

- What are the most important costs inherent in our business model?
- Which key resources (assets & capabilities) and which key activities in our value chain are most expensive?
- Which of our costs are fixed vs. variable? Can we turn fixed into variable costs?
- How much money do we require to get going? Can we minimize that? What are the trade-offs?

REVENUE MODEL

- How do we earn money? What are our revenue streams?
- For what value are our customers really willing to pay?
- How much are our customers currently paying to satisfying this JTBD? What are the main substitutes for our product?
- How much does each revenue stream contribute to overall revenue?
- What other benefits are we getting?

THE UNITE INNOVATION & TRANSFORMATION MODELS

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